

Organ and Tissue Donor Awareness Board
Appoquinimink State Service Center, Middletown, Delaware
Monday August 8, 2016 – 10:00 a.m. - 11:30 a.m.

Members Present: M. Lau, J. Hammond, M.S. Jones, J. Weinstock, M. Williams, J. Fredel
Excused: D. Betts, J. Quirk
Guests: P. Calabrese, T. Franzen
Staff: C. Grabowski

<u>TOPICS</u>	<u>LEADER</u>	<u>DISCUSSION SUMMARY</u>	<u>ACTIONS OR PLAN</u>
<u>Welcome</u>	M. Lau	The meeting convened at 10:12 a.m. at the Appoquinimink State Service Center.	Meeting convened
<u>Agenda</u>	M. Lau	The agenda was reviewed prior to meeting, no revisions needed. The motion to approve was voiced by J. Weinstock and was seconded by J. Hammond.	Approved without revision
<u>Approval of Minutes – May 8, 2016</u>	M. Lau	The previous minutes were reviewed. The motion to approve was voiced by J. Fredel and was seconded by J. Weinstock.	Approved by the Board as written
<u>Reports</u>			
Fiscal Activity Report	C. Grabowski	A new template was introduced indicating activity for calendar year 2015 and for calendar year 2016 through July 2, 2016. For 2015, beginning balance was \$35,573.49 with income of \$3,432 leaving an ending balance of \$39,005.49. For 2016, the beginning balance was \$39,005.49. Income deposited to the account was \$3,250. There is an encumbrance of \$10,000 for the Donor Dash leaving an available balance of \$32,255.49.	Informational
Division of Motor Vehicles-Donor Statistics	M. Williams	The current percentage of donor designees among licensed drivers and ID holders statewide is 51.3%. All three counties are over 50%. There is a new national public service announcement from Donate Life America that is targeted at millennial males. While somewhat controversial, it has been deemed a success. Transmission is only on internet, not on any tv networks.	Informational
Members	M.S. Jones	M.S. Jones's and J. Weinstock's terms expire 6/13/2017. J. Fredel's term expires 8/27/17.	Informational
<u>Old Business</u>			
Delaware Donation Performance Improvement Initiative (DDPII)	C. Schimpf	There was an 8% rise in the conversion rate in 2015 over 2014. During first quarter of this year the 67% conversion rate was sustained. Some backslide in Delaware this quarter to 60%. In the first year there was a 40% designation rate, whereas this year there is only a 25% designation rate. Donor designation seems to be the reason for the backslide. Hospitals have committed to <u>always</u> having a member of the healthcare team available to accompany the GOL transplant coordinator during family discussions. Six Sigma Project, whose purpose is to streamline the donation process, is underway and the hope is to wrap up in the next two months. Last year HRSA recognized every hospital in the state for their commitment to the Partnership for Life Campaign. Delaware was the only state in the country to have every healthcare institution in the state participate.	Informational

		<p>If someone does or does not have designated donor status, process is much the same when dealing with family. The difference is whether the family is needed to authorize donation or whether it is being disclosed to them that donation has already been authorized. Role of coordinators to empower a family to authorize what they believe the person would wish.</p> <p>Bayhealth-Milford is driving the state's conversion rates right now. J. Hammond stated that she has the team visit to conduct lectures especially to the ER and ICU so that they understand the appropriate time to make contact.</p> <p>Typically the conversion runs at 60%. In July, a record 58 patients went on to become organ donors. Over 153 patients benefitted from organ donation; 112 tissue donors, and 24 eye donors.</p>	
<u>New Business</u>			
Recent OTDAB Activities	T. Franzen	<p>Activity is quieter in the summer. In September, Newark Community Days will take place. Apple-Scrapple Festival takes place in the October.</p> <p>Camp Jeremy is a week-long day camp in Blue Bell, PA, that offers children who have undergone a transplant and their siblings an opportunity to enjoy camp experience. This year's Camp Jeremy took place July 18 - 22, 2016. There were 31 kids in attendance this year.</p> <p>The Delaware Donor Dash was held on August 6th with 343 registrants; 60 more than last year. The addition of the 3K Walk was good for those who would find the 5K run a strain. As a result of a meeting with DMV, the GOL internal IT team developed a scanner that can be used to instantly register people as donors. Looking forward to using scanner at other events such as clinics where there are transactions analogous to those which occur at DMV. There was a question of the impact of having extended licenses. This increases the need to make contact in other ways.</p> <p>Thanks to the Board for their support.</p>	Ongoing
Title 14 Education DE Administrative Code/Health & Safety		No report.	Ongoing Informational
Gift of Life (GOL) Contract	T. Franzen	<p>The GOL contract wrapped up June 30th. There is a focus again to get promotional materials at DMV. Online advertising on FaceBook, working with Joey Gase/NASCAR, paying for Birthday mailer reminders.</p> <p>Per M. Williams, there has been an increase in the customer base and in order to keep customers moving through DMV, licenses have been extended. Since won't be seeing people as often, need to find other means of interacting.</p>	Informational

Strategic Planning Session	M. Lau	<p>T. Franzen presented materials containing graphs with information such as number of Delaware residents awaiting transplants, donations by type, growth over time and comparison with other states. In addition, reports were presented by zip code with consistently high and low donor designations. One of the factors which has been noted locally and nationally is that areas with higher percentages of bachelor degrees have higher donation rates.</p> <p>J. Fredel noted that the DHSS has 15 service centers where thousands of people who come through. These persons are already asked if they want to register to vote, so it would not be a stretch to ask about donor designation using the scanners. A formal presentation to the Secretary with costs and the ease of registration would likely be required to implement the plan.</p> <p>Another good partnership would be with the Blood Bank, whose clients would already have a "sympathetic ear" in terms of donor designation. Currently there is no donor information there.</p> <p>It was decided that members will provide written reports two weeks prior to the next meeting for the Board to review so that the only focus will be the Strategic Plan. Decision was made to examine the Strategic Plan objectives for the period 2012 through 2015 and determine whether those objectives have been achieved, should be changed or be maintained. Summary sheets for the prior period will be sent for comment, as well as a new worksheet for moving forward. The 2012–2015 sheet with comments will be due by mid-September. Chart with innovative ideas will be the first week of October.</p> <p>In place of a regular business meeting on November 14, the focus will be the Strategic Plan and the time frame will be extended from 10:00 a.m. to 1:00 p.m.</p>	
<p>Adjourn: Motion made to adjourn meeting by J. Weinstock, 2nd by J. Fredel. The meeting adjourned at 11:40 am.</p> <p>Next meeting will be a Strategic Planning Session on Monday, November 14, 2016 <u>10:00 a.m. to 1:00 p.m.</u>, Appoquinimink State Service Center, Middletown.</p>			